

THE CHURCH OF  
**JESUS CHRIST**  
OF LATTER-DAY SAINTS

**Product Plan**

Product ID 2014-05-21-10-24-41

**Product Stakeholders**

Product manager(s)

Scott Barrick

Publishing services partner (PSP)

Russ Crabb

Other (specify)

President Ronald Brent Jarrett, Barry Anderson

**Product**

Product name

Tab Choir Tour Support

Sponsoring department

Mormon Tabernacle Choir

**Annual Publishing Plan Information**

This product is included in the approved annual publishing plan

☒ Yes ☐ No

If no, please explain how this product will be funded (e.g., new/expanded funding, and so on).

**Executive Summary**

**Product Overview**

Summarize the product's background, context, purposes, and objectives, and indicate the primary and secondary audience.

Every two years, the Choir travels on tour to a geographical area, approved by the president of the church, to be ambassadors to promote good will and touch hearts and minds, to prepare members and non-members for the Gospel of Jesus Christ. Tours provide a rich musical experience at 6-7 concerts over 10-12 days, generally in June. Tour is approved by Correlation as a continuing annual project. In pre-tour years PSD and MMD provide venue and promotional materials support. In major tour years PSD and MMD provide venue, live events, and printed program support. Tours for the past 10 years have been domestic. Future tours in the next 5 years may be both domestic and international. Costs will double for international tours.

Define what success looks like for this product. Indicate any deliverables or assets that will be produced as a result (e.g., website, social media account, and so on).

Successes: Promotional materials will have a positive influence on ticket sales for each venue. PSD will ensure venue technical success at each concert. Positive audience reaction. Digital and social media feedback will increase fans, website visits, and email subscriptions. Deliverables: Provide tour advance trip with Choir leadership and venue contract support and ensure sound and lighting augmentations will meet Choir standards at each venue. Promotional materials may include pass-along cards, sacrament bulletin inserts, bulletin board posters, newspaper ads, radio and TV spots, billboard ads, website promotions, and social media channel promotions. Provide printed programs for each concert. International tours will add more language translation than domestic tours.

**Key Message**

What is the key message of this product? Describe what you want people to know, feel, or do as a result of using this product. Also describe the tone and feel of the product.

The Mormon Tabernacle Choir is the only musical organization of its kind that transcends cultural and generational boundaries to unite people through music around the world. The music of the Choir has the power to bring joy, peace and healing to its listeners. The music of the Choir appeals to all generations. The music of the Choir is a universal language. The Choir is reaching a new generation of fans through its YouTube channel and social media networks.

List any related Church products that have a similar purpose.

University and community choral groups sometimes do tours

Types of content and deliverables (check all that apply, and include a description)

☐ Doctrinal study (scripture, prophetic word, etc.):

☐ Support (training, information, etc.):

☒ Inspiration (simplified, bite-size doctrine): Give tour audiences a unique musical experience and deliver the Choir's key message

**Key Milestones**

List key product milestones, including approval dates, launch dates, and so on.

Key milestones includes the following projects: 2014 Pre-Tour Support, 2015 Tour Support, 2015 Pre-Tour Support, 2016 Tour Support, 2016 Pre-Tour Support, 2017 Tour Support, 2017 Pre-Tour Support, 2018 Tour Support, 2018 Pre-Tour Support, 2018 Tour Support, etc. (Note: pre-tour support projects provide advance planning and support for the following year's tour)

**Cost Estimates**

Content development cost for the current year

\$ 50,000.00

Maintenance cost for the current year

\$ 0.00

Hard cost for future years

\$ 0.00

Hard cost for the current year

\$ 0.00

Content development cost for future years

\$ 1,300,000.00

Maintenance cost for future years

\$ 0.00

Estimated product cost for five years

\$ 1,350,000.00

## Product Plan—continued

### Executive Summary

#### Medium

In what other ways could this content be delivered in the future? Check yes for ways it *could* possibly be delivered and no for ways it absolutely *could not* be delivered. Select all that apply.

DVD <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	ePub <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Exhibit <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Kiosk <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Manual <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Mobile app <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Presentation <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Social media account <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Video (animated or live) <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Web app <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Website <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Other (specify)					

### Delivery Channels

Indicate possible channels through which the product will be delivered (select all that apply)

<input checked="" type="checkbox"/> Broadcast	<input type="checkbox"/> General conference	<input type="checkbox"/> Liahona	<input type="checkbox"/> Newsroom
<input type="checkbox"/> Desert Book	<input type="checkbox"/> Gospel Library	<input type="checkbox"/> Mobile	<input type="checkbox"/> Seminars and Institutes of Religion website
<input type="checkbox"/> Distribution Center	<input type="checkbox"/> Kiosk, exhibit, or visitors' center	<input checked="" type="checkbox"/> Mormon.org	<input checked="" type="checkbox"/> Social media
<input type="checkbox"/> Ensign, Friend, or New Era	<input type="checkbox"/> LDS.org	<input checked="" type="checkbox"/> Mormon Channel	<input checked="" type="checkbox"/> Theater (small or large)
<input type="checkbox"/> FamilySearch.org	<input type="checkbox"/> Learning Management System (LMS)	<input checked="" type="checkbox"/> Other: Tour concerts on <a href="http://www.mormontabernaclechoir.org">www.mormontabernaclechoir.org</a>	

### Content and Message Plan

#### Translation

This product will be translated into multiple languages

☐ No ☒ Yes (specify below):

☐ Introductory Phase ☐ Phase 1 ☐ Phase 2A ☒ Phase 2B

☒ Other languages (list): Depends on tour location

#### Translation details

<input type="checkbox"/> Dubbing
<input type="checkbox"/> World report dubbing
<input type="checkbox"/> Closed captions
<input type="checkbox"/> Subtitles

### Audience

How many people do you expect to reach with this product?

We approximate that we will annually reach 40,000 to 80,000 people via live concerts, and approximate 1.5 million through the Choir's website and social media channels.

Audience demographics (check all that apply)

☒ General Church membership ☒ Nonmembers ☒ Inactive members ☐ Internal, operational use only ☒ Opinion leaders

Age demographics (if applicable)

☒ Adults (ages 30+) ☒ Young adults (ages 18–30) ☐ Primary children (ages 3–12) ☒ Youth (ages 12–18)

☒ Segment A ☒ Segment B ☒ Segment C ☒ Segment D ☒ Segment E

☒ Other (specify): 8 years and older

### Target Audience Motivators

Describe current audience perceptions, attitudes, and behaviors as they relate to this product.

Current audience perception among members is 70 percent positive. Non-members perception is 52% positive. The data was collected in 2012 from members' and non-members' feelings about Music and Spoken Word. We think that the feedback is going to be similar with the Choir's tours. The attitude seems to be on an upwards positive trend. The behavior of the audience is determined by the support the Choir receives from the audience as far as them attending the concerts.

Who will conduct any additional audience research?

The Choir may choose to do some more formal audience research specifically for tours. Informal audience research may be done through the Choir's website, news letter, and the existing digital media channels.

### Awareness Plan

Describe how the audience will become informed about your product, along with any potential challenges in spreading awareness.

The Choir uses already prepared Tour promotional packets with detailed information for VIP receptions, hosts, area, stake, and ward ticket managers. Tour audiences may also become aware of each tour through tour promotional materials and digital media channels.

## Product Plan—continued

### Evaluation Plan

Describe how you will evaluate the effectiveness of your product, including metrics and other data you will collect.

The effectiveness of each tour is measured by Choir staff, under the direction of Scott Barrick, working with assigned hosts at each tour city and assigned stake and ward ticket managers. Weekly ticket sales reports are generated and compiled for the Choir, leading up to each actual tour. A final report is generated showing actual attendance figures and total costs. Digital media reports began with the 2013 Midwest US Tour and will be done following each tour.

Indicate how frequently these measurements will be reported and to whom they will be reported.

Ticket sales reports are done weekly until each concert. Digital media reports follow each concert and are provided weekly as well to Scott Barrick, general manager.

### Maintenance Plan

Describe the ongoing maintenance needs for the product.

The Choir updates their tour promotional packet after each tour as appropriate in preparation for use with the next tour.

Indicate how often this content will need to be revised or updated.

Annually

Indicate how stakeholders will be notified of changes.

Stakeholders are notified of any changes to the tour through the Choir's website, newsletter, and digital media channels.

Describe the product's retirement plan.

Choir tours are annual projects and have no planned retirement date.

### Help Plan

Describe how the audience will get help using your product

Help about Choir tours will be provided by assigned Choir staff and volunteers and through the Choir's website, newsletter, and digital media channels.

Describe who will be primarily responsible for maintaining any help content

Choir staff and the Choir's Content Management Team, led by Heidi Swinton, a part time Church service missionary, under the direction of Scott Barrick, general manager.

Will this product be supported by the GSC?

☐ Yes ☒ No

# Product Plan—continued

Flexibility Matrix Check only one box in each row and column.

	High flexibility	Medium flexibility	Low flexibility
Resources (budget)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Scope (feature set)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

## Sponsoring Department Approval

Signature of sponsoring department managing director

Date

June 2, 2014

## Correlation Approval

Signature of Director of Correlation Evaluation

Date

## CSC Approval

CSC minute entry number

Date